

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
(Case No. 03-380-C)

In the Application of:	)	
	)	
Scott A. Rosenberg	)	Art Unit: 3622
	)	
Serial No.: 10/033,401	)	Confirmation No.: 1472
	)	
Filed: December 26, 2001	)	Examiner: Jeffrey D. Carlson
	)	
Title: Advertisements in a Television	)	
Recordation System	)	

**Concise Explanation of Relevance of a Foreign Language Reference**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Pursuant to 37 C.F.R. §§ 1.97-1.98, Applicant respectfully requests that the references listed on the PTO/SB/08a form submitted herewith are entered into the record of the above-identified application. These references may be material to the Examiner's consideration of the presently pending claims. Copies of the foreign patent documents listed on the PTO/SB/08a form are submitted herewith.

The patent DE 199 39 410 A1, listed on the PTO/SB/08a form, is in German. An English-language translation of DE 199 39 410 A1 is submitted herewith. The concise grounds for the relevancy of DE 199 39 410 A1 are set forth on page 1, second paragraph and page 2, fourth and seventh paragraphs of the English-language translation of DE 199 39 410 A1. These paragraphs (i) indicate that the invention relates to a method to the control of interactive communication systems,

preferably to the control of the supply, reception and/or fee account of information offers, for example of advertisements in interactive communication systems, and (ii) refer to the placement of advertisement.

Respectfully submitted,

**McDONNELL BOEHNEN  
HULBERT & BERGHOFF LLP**

Dated: August 20, 2008

By: /David L. Ciesielski/  
David L. Ciesielski  
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